

The Presentation of Minority Business and Related Statistics For Greenville County and the Upstate Region

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INTRODUCTION

Since the 1980's, the Upstate Region has transformed itself into an area of the state with a robust, diversified economy. This has been true in both a (new) manufacturing based economy, as well as a strong business based economy. During this time, Greenville County has led the way in this transformation. Once known as the "Textile Center of the World", the newly transformed economy is headquarters to Michelin North America, the Greenville Health System, BMW (with Spartanburg County), the School District of Greenville County, General Electric, Bons Secours, St. Frances Health System, as well as South Carolina State Government. While Greenville County has transformed it's economy...

MINORITIES, PARTICULARLY
MINORITY BUSINESSES HAVE NOT
EXPERIENCED FULL
PARTICIPATION IN THIS
ECONOMIC GROWTH. THIS
BECOMES CLEARER WHEN
STATISTICS ON GREENVILLE
COUNTY AND THE UPSTATE
REGION ARE EXAMINED CLOSELY.

Per Capita Income: Charts 1 through 3 reveal:

- In Greenville County, per capita income was \$27, 200 overall;
- African American per capita income (\$17,745) is only \$0.59 or 59.0% of per capita income for White persons living in Greenville County (\$30,068);
- This statistic reflects two trends:
 1. African Americans are concentrated in low wage or obsolete employment sectors.
 2. There may exist (continued) spatial and/or economic concentrations of African Americans employed in limited job sectors.

Chart 1: Per Capita Income By Race
For MEDI Upstate Counties:
Source: U. S. Census Bureau: December 2016

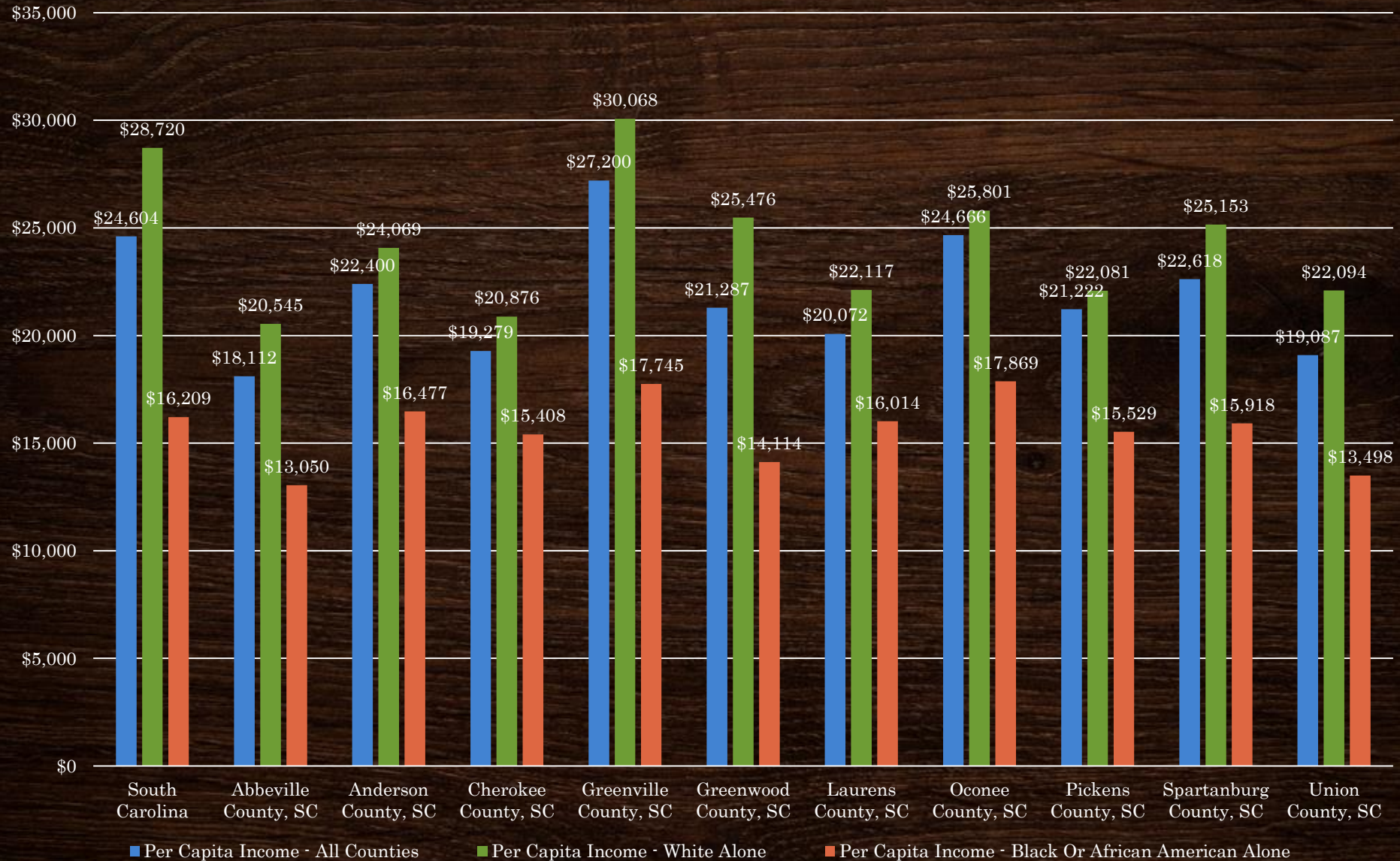


Chart 2: Per Capita Income By Race
For MEDI Upstate Counties:
Source: U. S. Census Bureau: December 2016

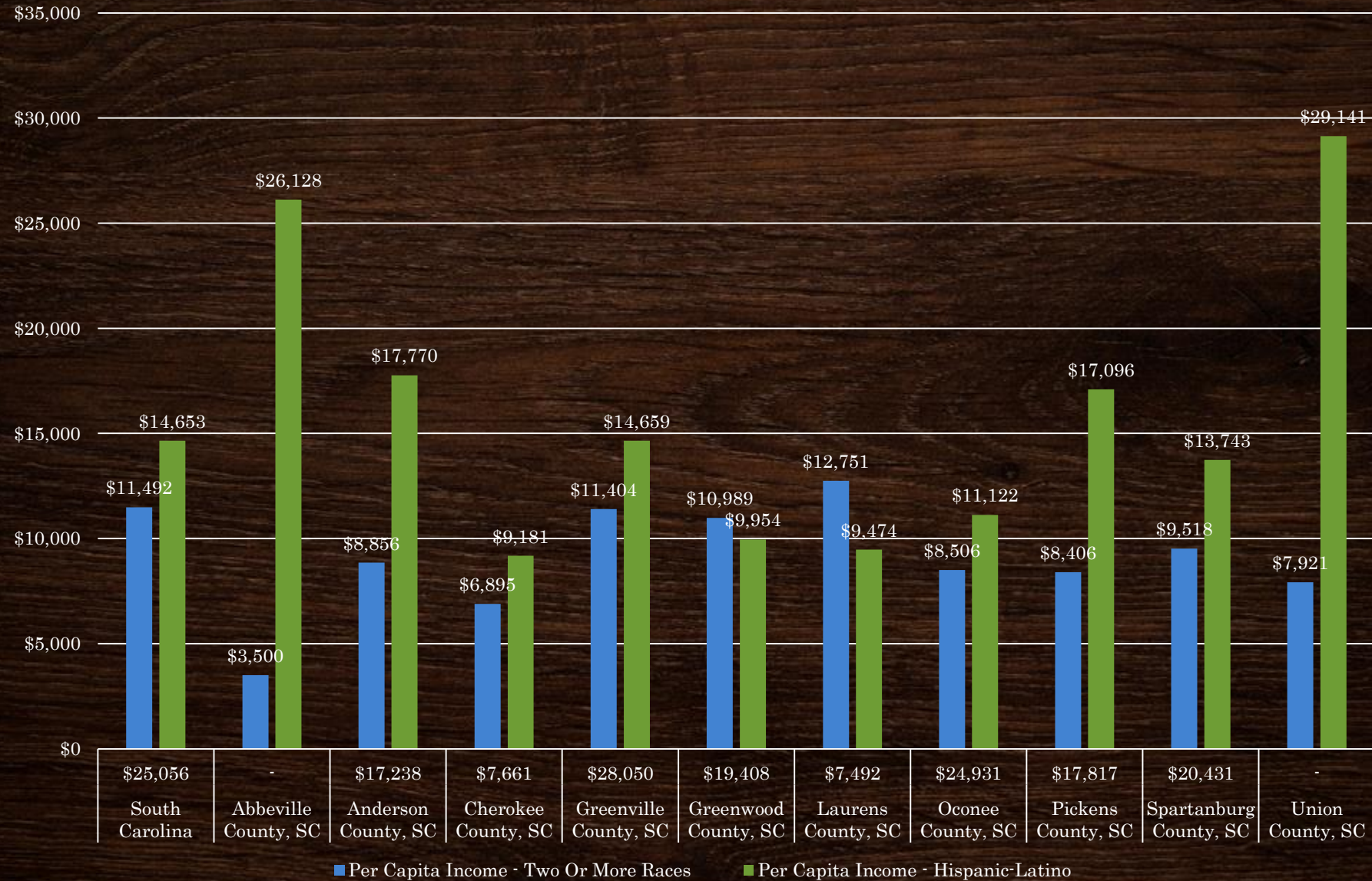
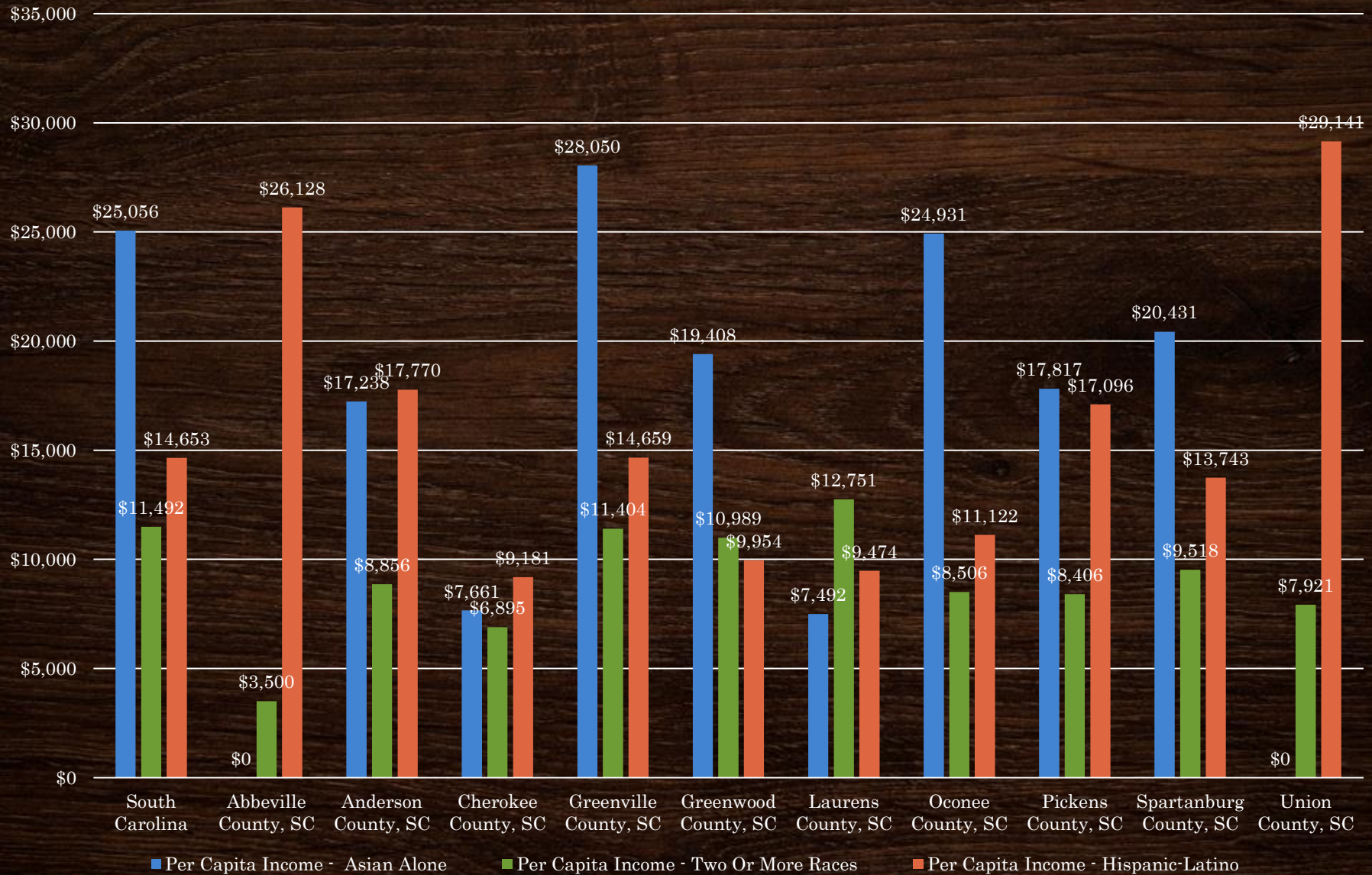


Chart 3: Per Capita Income By Race
For MEDI Upstate Counties:
Source: U. S. Census Bureau: December 2016



Median Family Income

Typically, Median Family Income Is Viewed Within The Context Of Two Earner Families. If This Is The Case, in Greenville County.

- Greenville County has the highest Median Family Income of the entire ten (10) County Upstate Region.
- Median Family Income for White Families in Greenville is \$71,862.
- Median Family Income for African American Families is \$37,691 or \$52.49% of White Median Family Income.
- A closer examination of Family Structure, the number earners that are in the family, should be undertaken.
- A closer examination of “livable” wages trends by race should be undertaken.

**Chart 4: Median Family Income By Race
For MEDI Upstate Counties:
Source: U. S. Census Bureau: December 2016**

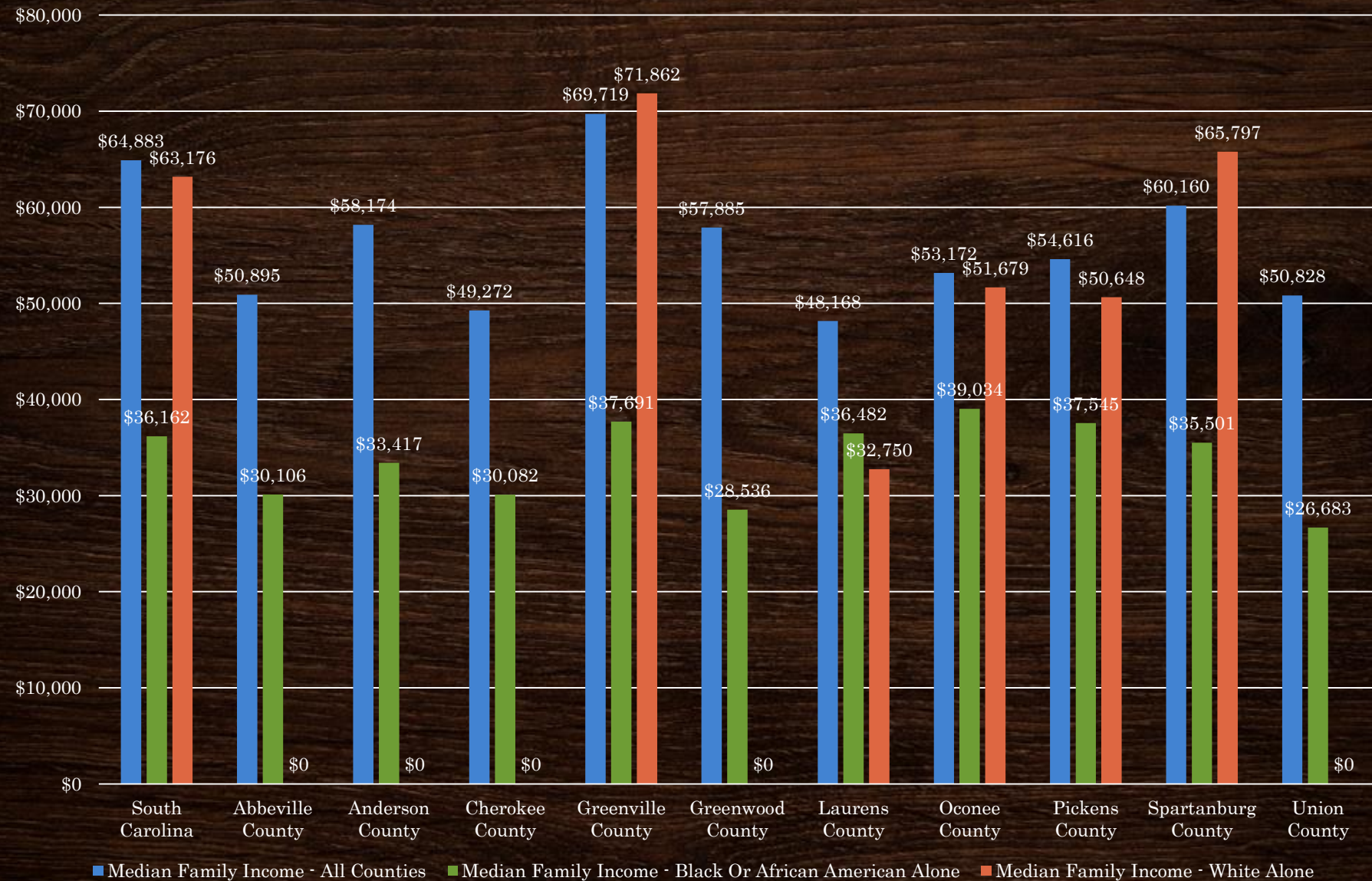
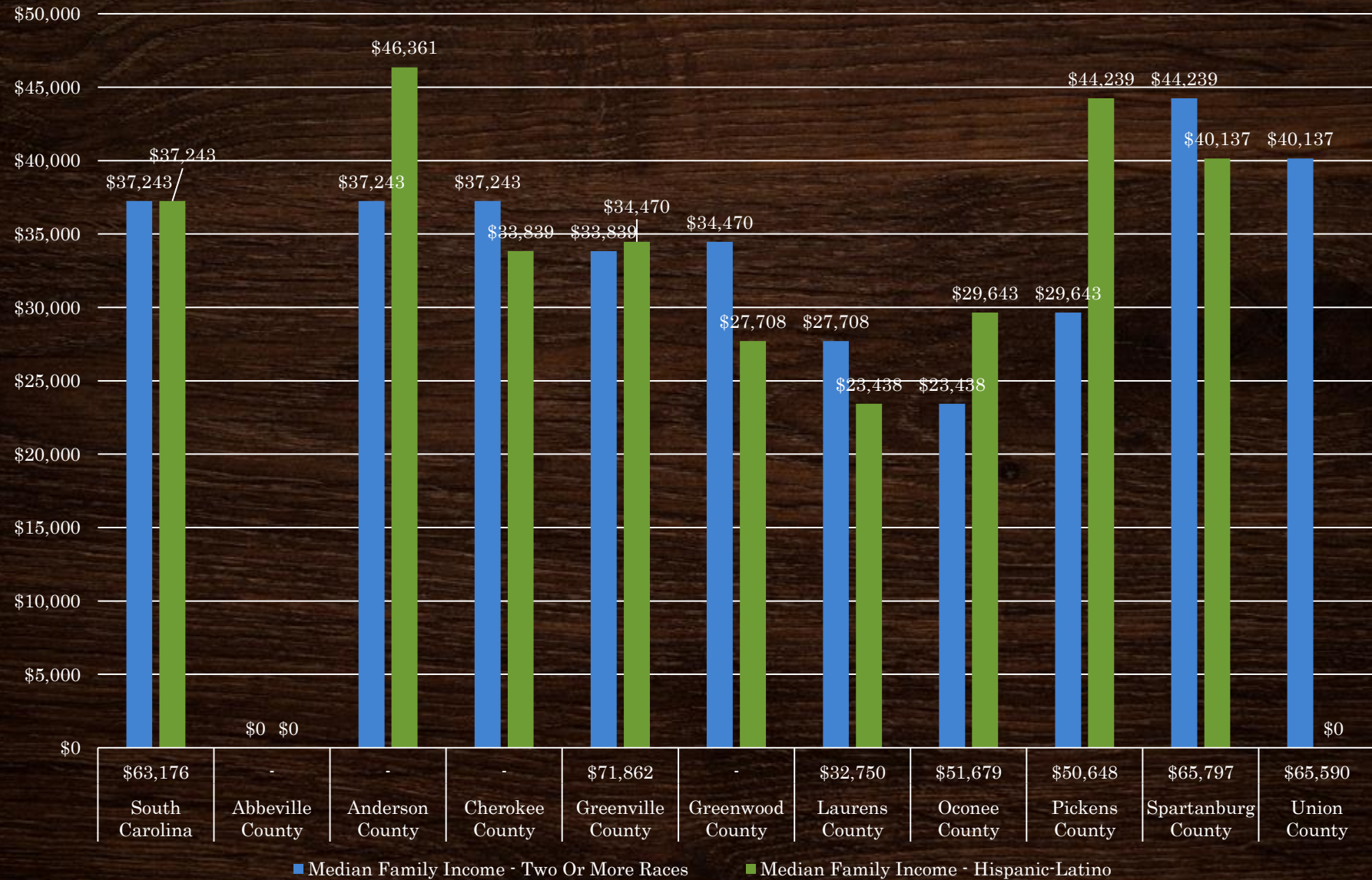


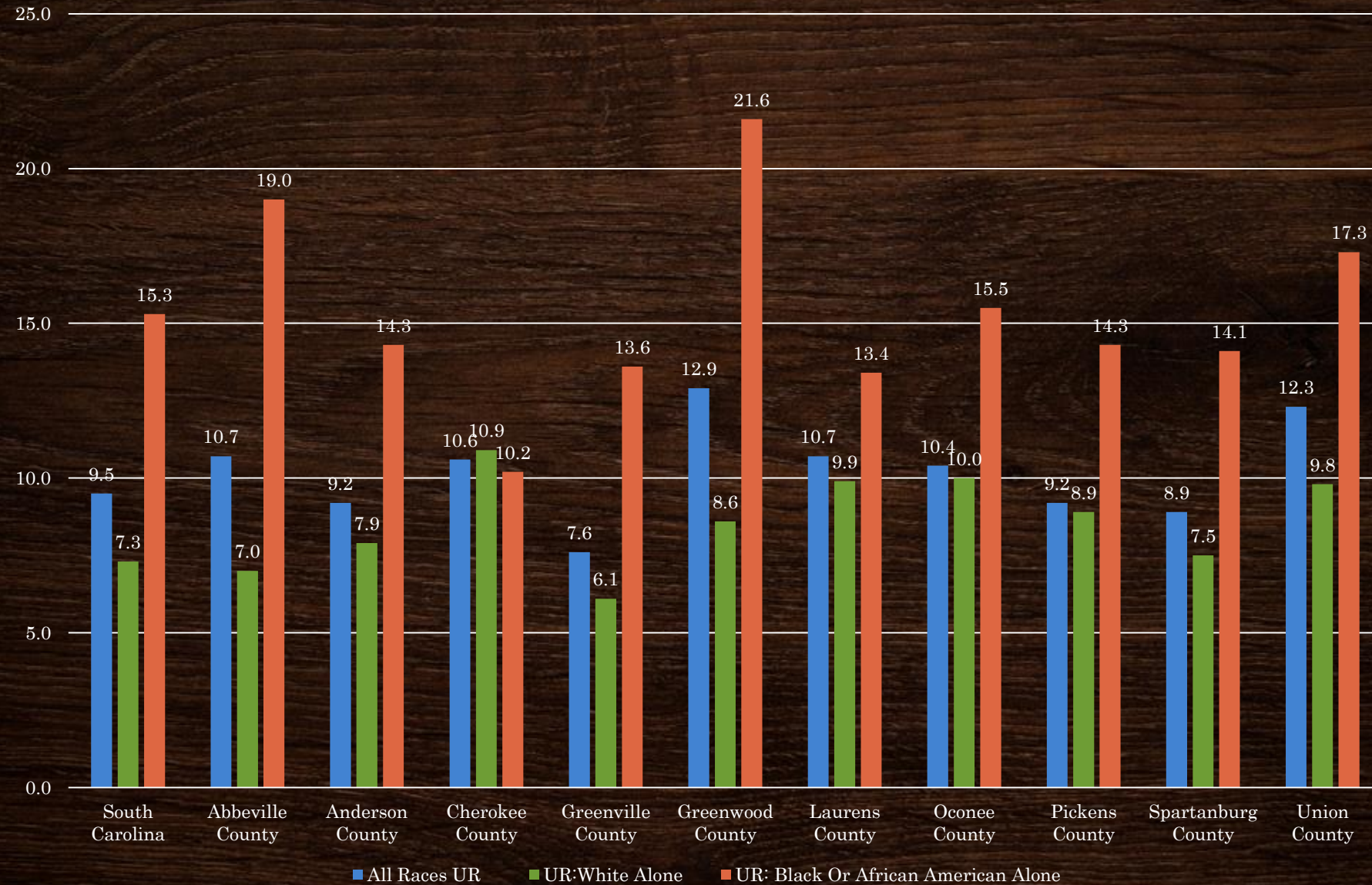
Chart 5: Median Family Income By Race
For MEDI Upstate Counties:
Source: U. S. Census Bureau: December 2016



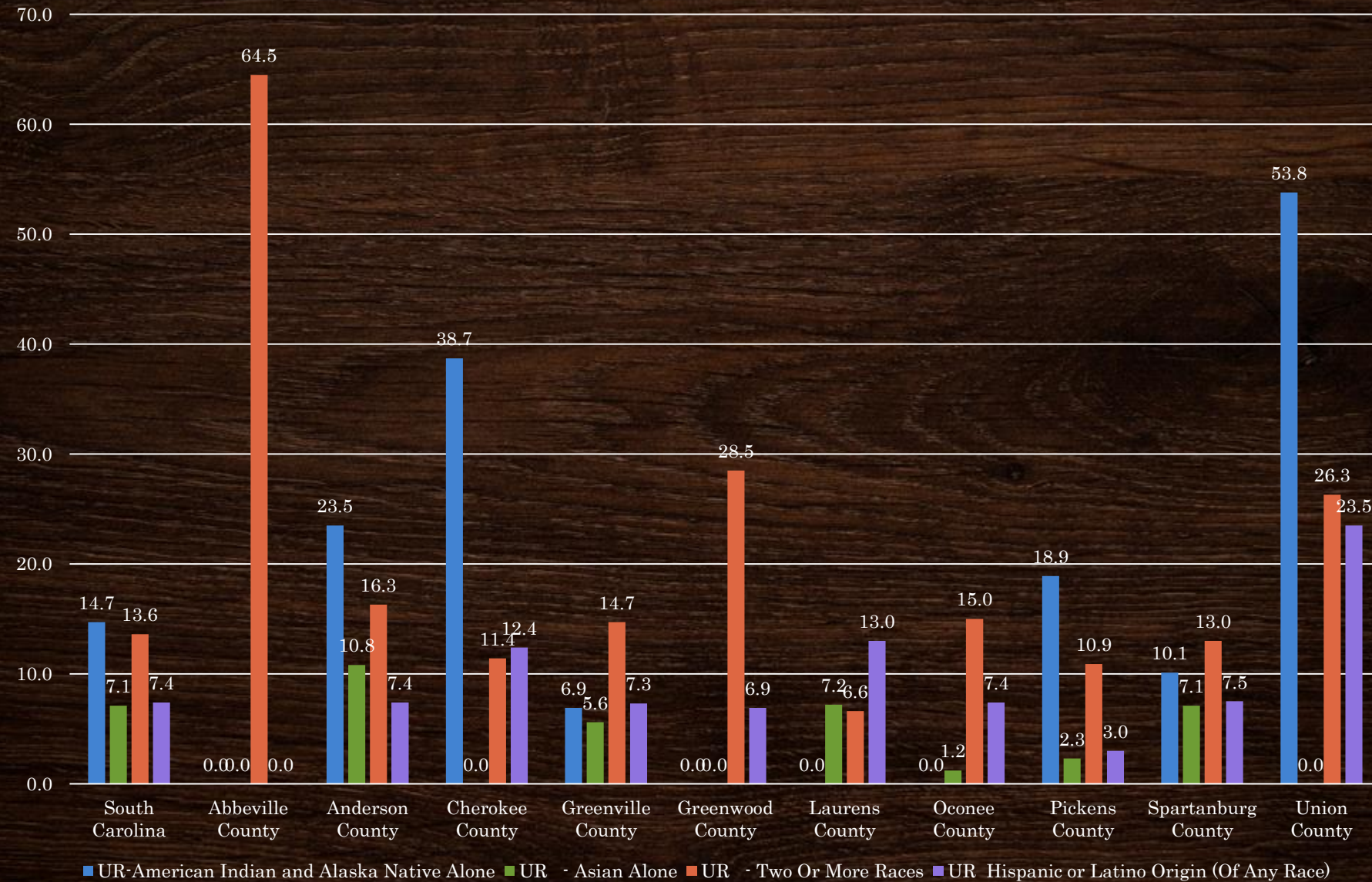
An economy is strongest at full unemployment or lower unemployment. Unemployment rates are experienced across all racial groups.

- Regardless of (the Upstate) County...
- African American unemployment rates are between 1.75 and over 2.60 times the unemployment rates of Whites.
- An examination of African-American unemployment rates reveal that they are even higher, the more rural the County.
- This could reflect the lack of transformation of the specific County's economy or the availability of fewer jobs.

Chart 6: Unemployment Rates By Race and Ethnicity:
MEDI Upstate Counties: 2011-2015 Annual Averages
Source: U. S. Census Bureau



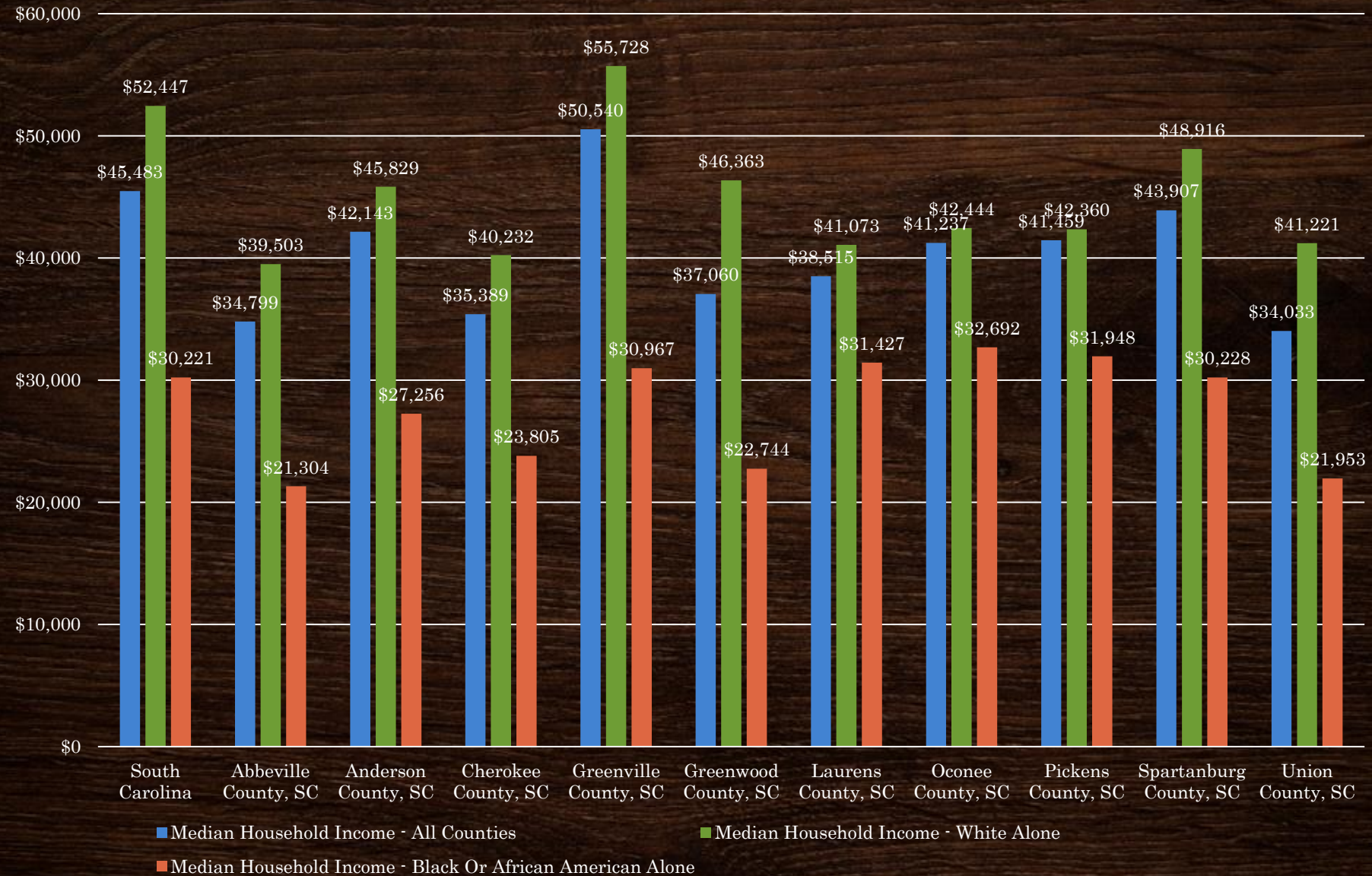
**Chart 7: Unemployment Rates By Race and Ethnicity:
MEDI Upstate Counties: 2011-2015 Annual Averages**
Source: U. S. Census Bureau



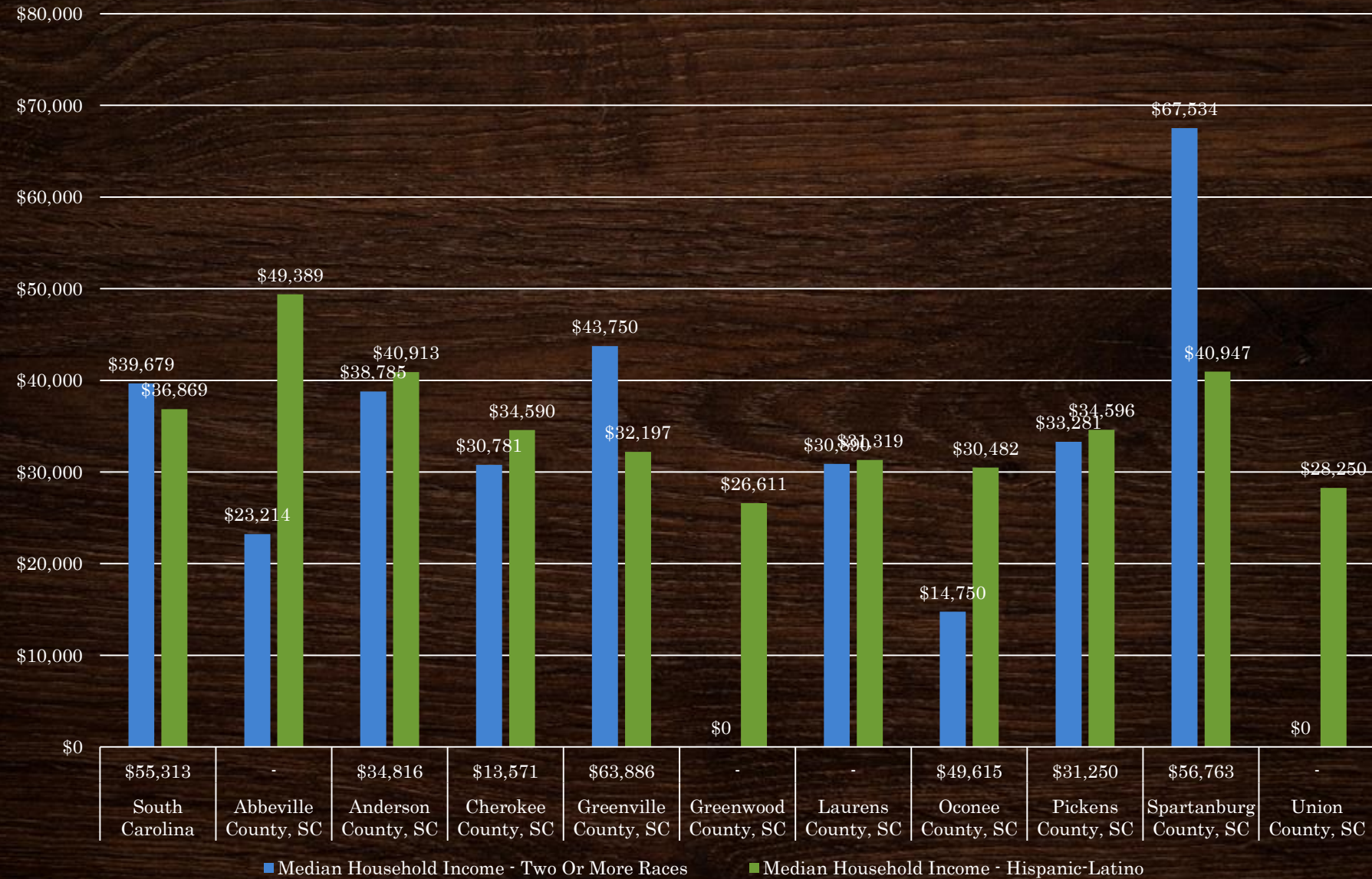
As shown in previous slides, income earnings by family members are crucial to family stability and survival. Equally important are household income earnings.

- Median household income in Greenville County are the highest in the ten (10) County Upstate Region at \$55,728.
- African American median household incomes are only 55.6% (\$30,967) to the household income of White households (\$55,728);
- In some counties in the Upstate Region, African American median household income is under 50.0% of White median household income. (e.g. Greenwood County)
- African American median household incomes in Greenville County is (also) lower than that of two or more races and Hispanic households (See Chart 9)

Chart 8: Median Household Income By Race
For MEDI Upstate Counties:
Source: U. S. Census Bureau: December 2016



**Chart 9: Median Household Income By Race
For MEDI Upstate Counties:
Source: U. S. Census Bureau: December 2016**

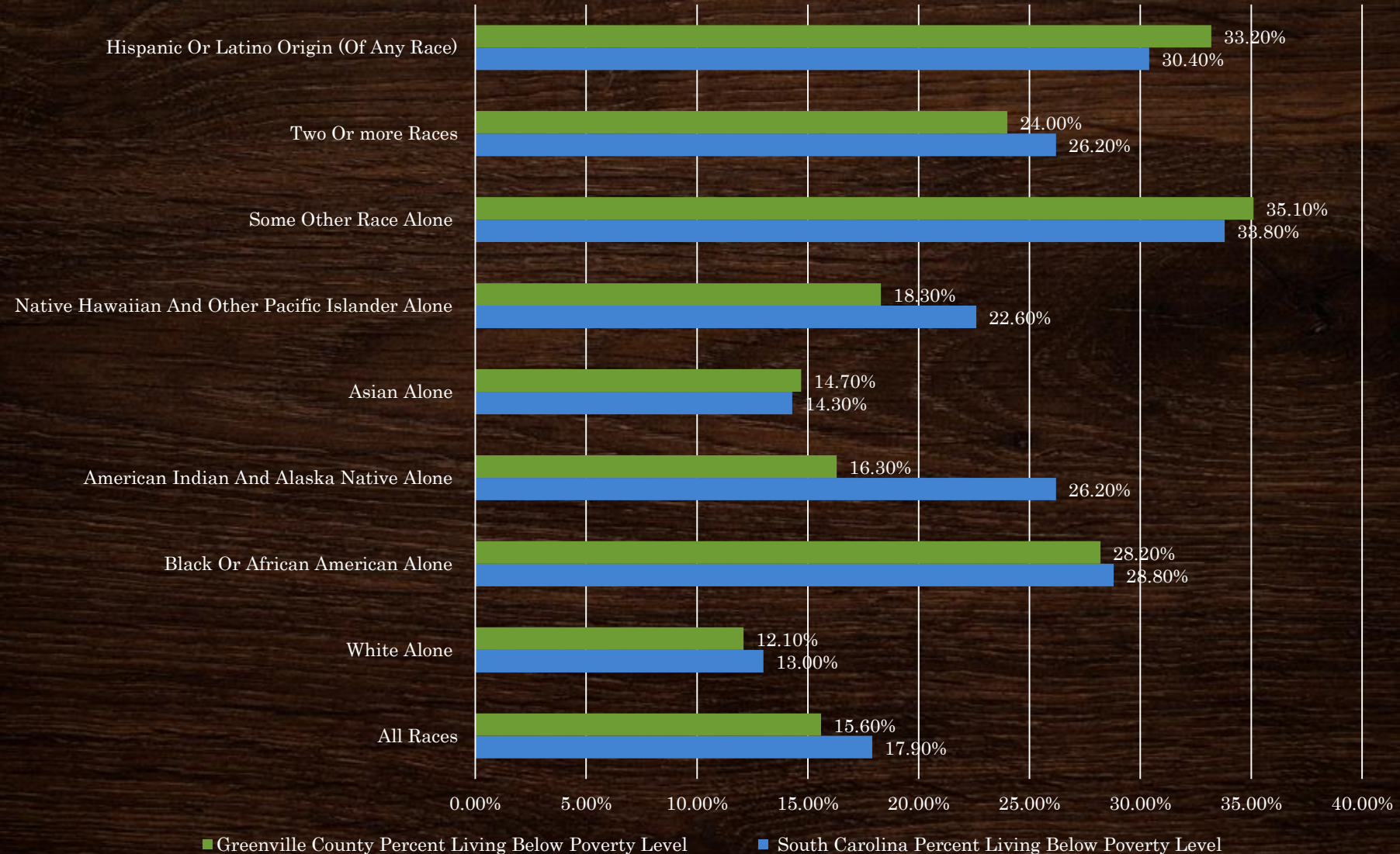


As household and family income earnings decline in real terms, these same households and families sink (deeper) into poverty.

An examination of persons living below the poverty level in Greenville County reveals...

- Poverty rates are highest for person's of Some Other Race living in Greenville County (35.10%) followed by the Hispanic – Latino population (33.2%)
- Poverty rates of African American (28.2%) was 2.38 times the poverty rate of White persons (12.1%) living in Greenville County.
- A deeper examination of poverty levels by race should be undertaken or revised at either the Census Tract or the Zip Code (tabulation area) level.

**Chart 10: Greenville County Percent Of The Population
Living Below The Poverty Level By Race and Ethnicity:
2011-2015 - 5 Year Average
Source: U. S. Census Bureau - December 2016**



An important gauge of how well an economy performs can be seen by examining the level of business activity and the diversity of that activity. The following slides look at the level of business activity utilizing the Survey of Business Owners.

It can be seen that in Greenville County...

- 91.1% of business receipts of White firms, come from firms with paid employees;
- Only 52.5% of business receipts of African – Americans came from firms with paid employees;
- With the exception of receipts of Native American firms with paid employees (82.0%), all other races/ethnicities had percentage of receipts from firms with paid employees above ninety percent (above 90%)
- African American firms in Greenville County have the lowest percentage of firms with paid employees, relative to their percent of business receipts.

**Chart 11: Percent Of Receipts Of Firms With Paid Employees
To Firms With Or Without Paid Employees:
2012 Survey Of Business Owners - December 2015**

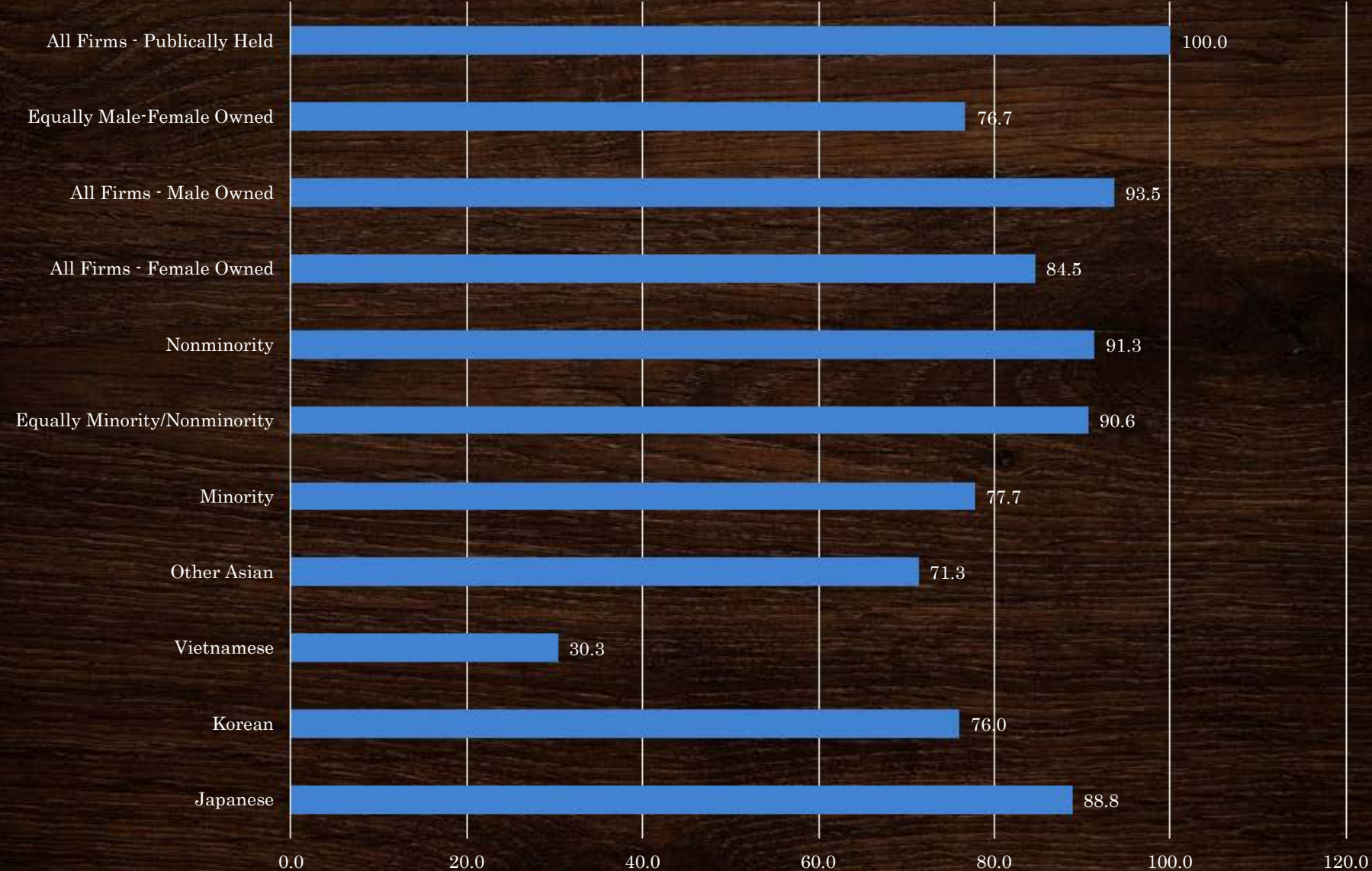


Chart 12 provides a greater look at the firms with major groupings based on the percent of receipts of firms with paid employees received.

It can be seen that...

- Vietnamese firms in Greenville County had the lowest percentage of business receipts (30.3%) from firms with paid employees.
- Asian and equally Male and Female-Owned firms, respectively had the next lowest percentage of receipts of firms with paid employees (71.3% and 76.7%), respectively
- [All] minority firms represented had 77.7% of business receipts from firms with paid employees, compared to 84.5% of female owned firms, 91.3% of majority (non-minority) firms, and 93.5% of male owned firms.

Chart 12: Percent Of Receipts Of Firms With Paid Employees
To Firms With Or Without Paid Employees:
2012 Survey Of Business Owners - December 2015

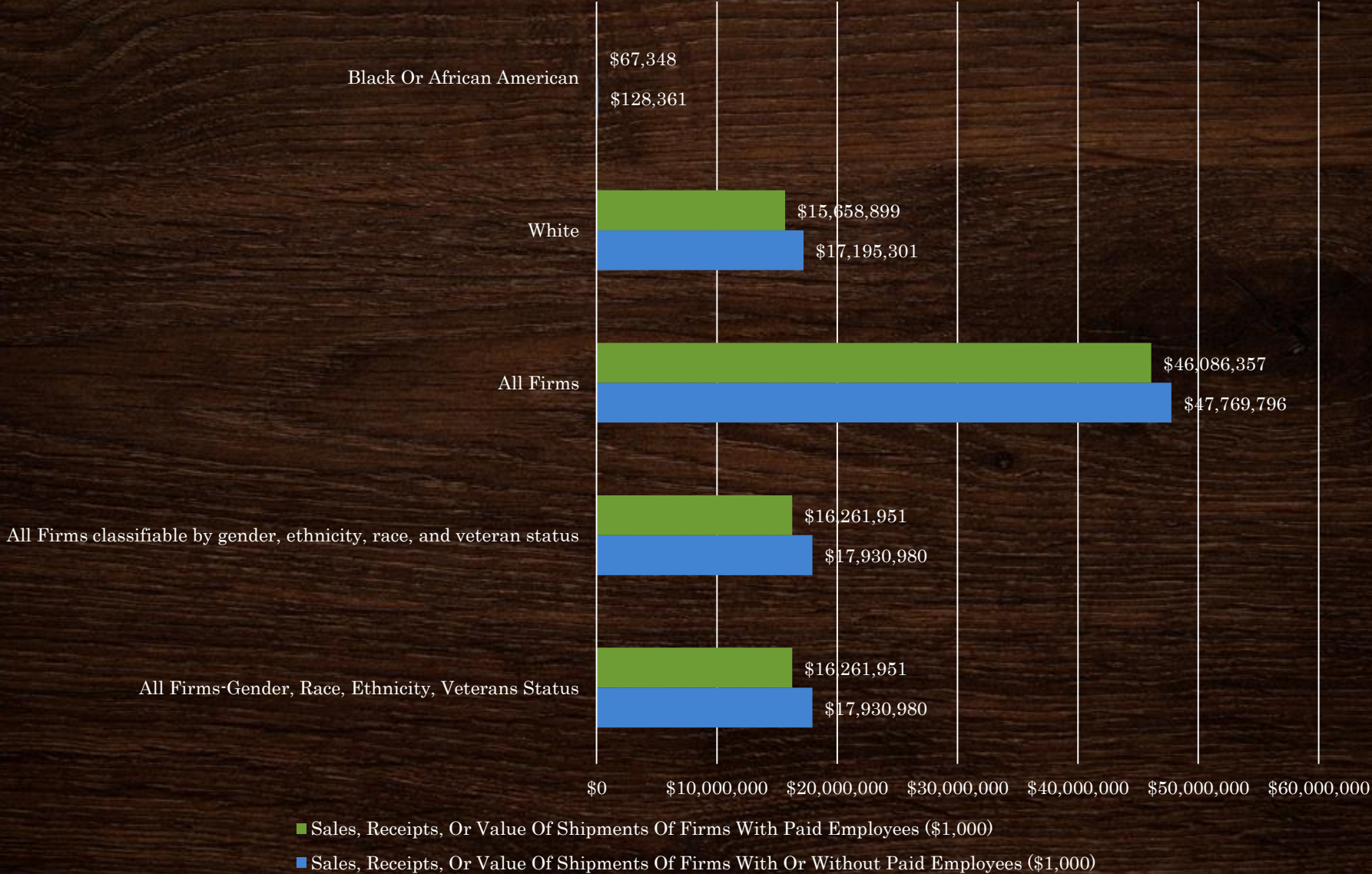


Business activity and viability can be seen by examining business sales and value of shipments conducted by those businesses.

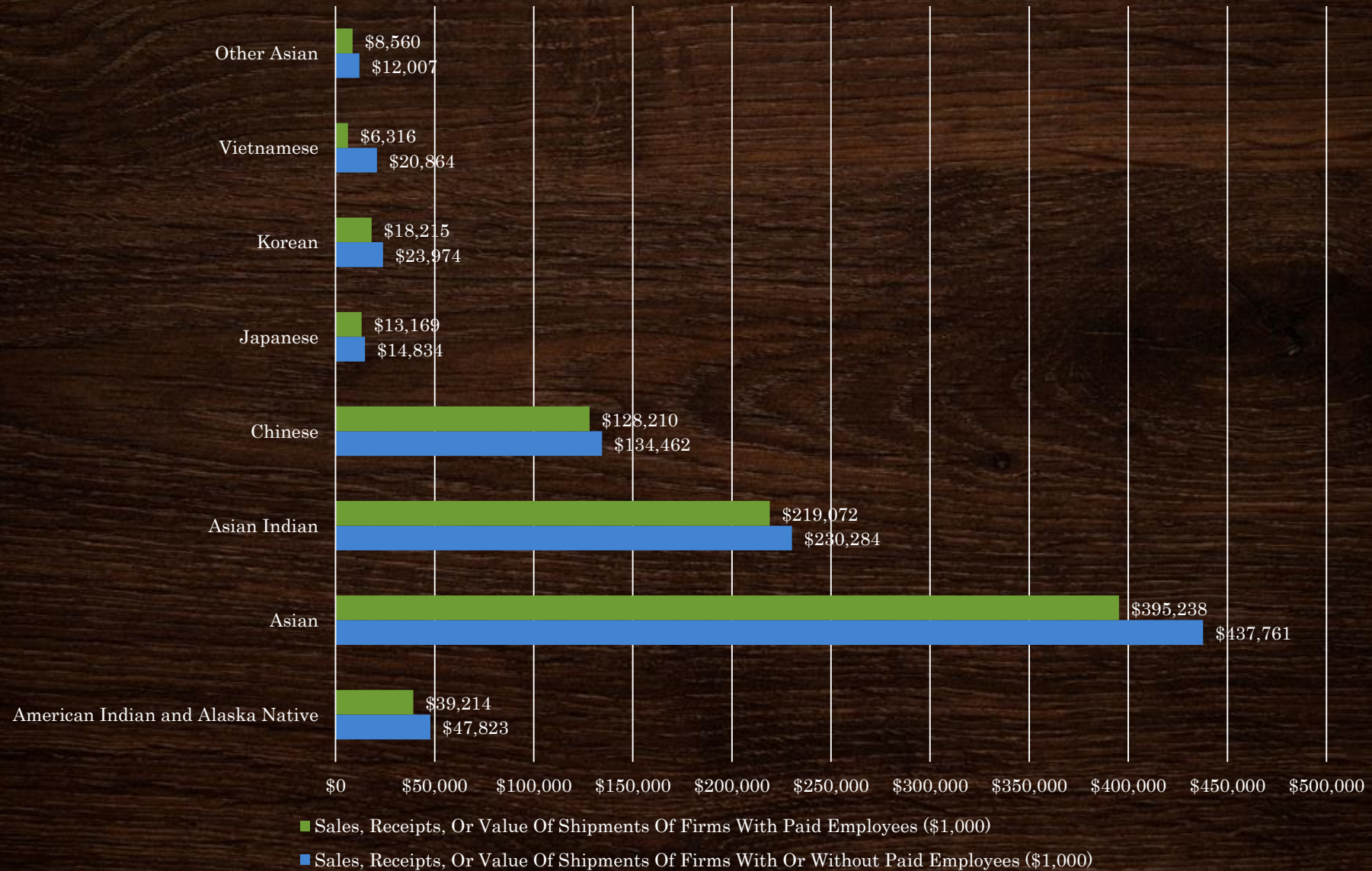
Charts 13 and 14 shows...

- White firms with paid employees had business sales receipts and value of shipments totaling \$15.6 trillion.
- African American firms with paid employees had sales receipts and value of shipments equal to \$67.3 million.
- (Other) Asian, Vietnamese, Korean and Japanese owned businesses each had lower sales receipts and value of shipments than other minority owned businesses.
- Asian and Asian Indian businesses had the next highest level of sales and value of shipments (\$219,072) million and \$39.52 million dollars, respectively.

**Chart 13: Business Sales And Value of Shipments
By Race Of Business Owner:
2012 Survey Of Business Owners - December 2015**



**Chart 14: Business Sales And Value of Shipments
By Race Of Business Owner:
2012 Survey Of Business Owners - December 2015**

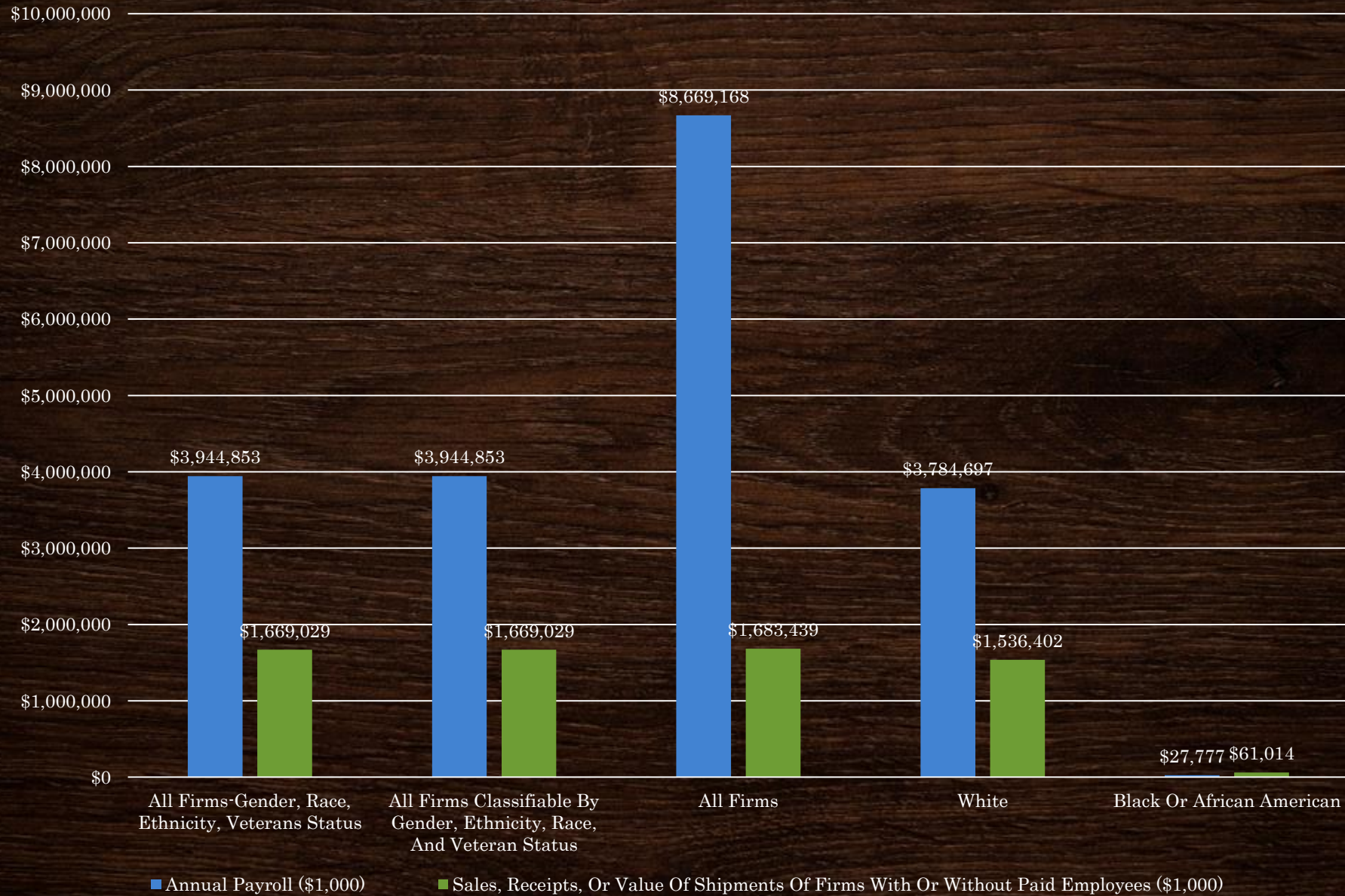


As businesses grow, they are able to increase sales and through the multiplier effect(s) in the local economy, can add new additional employees, and in turn (they) can experience an increase in business payroll.

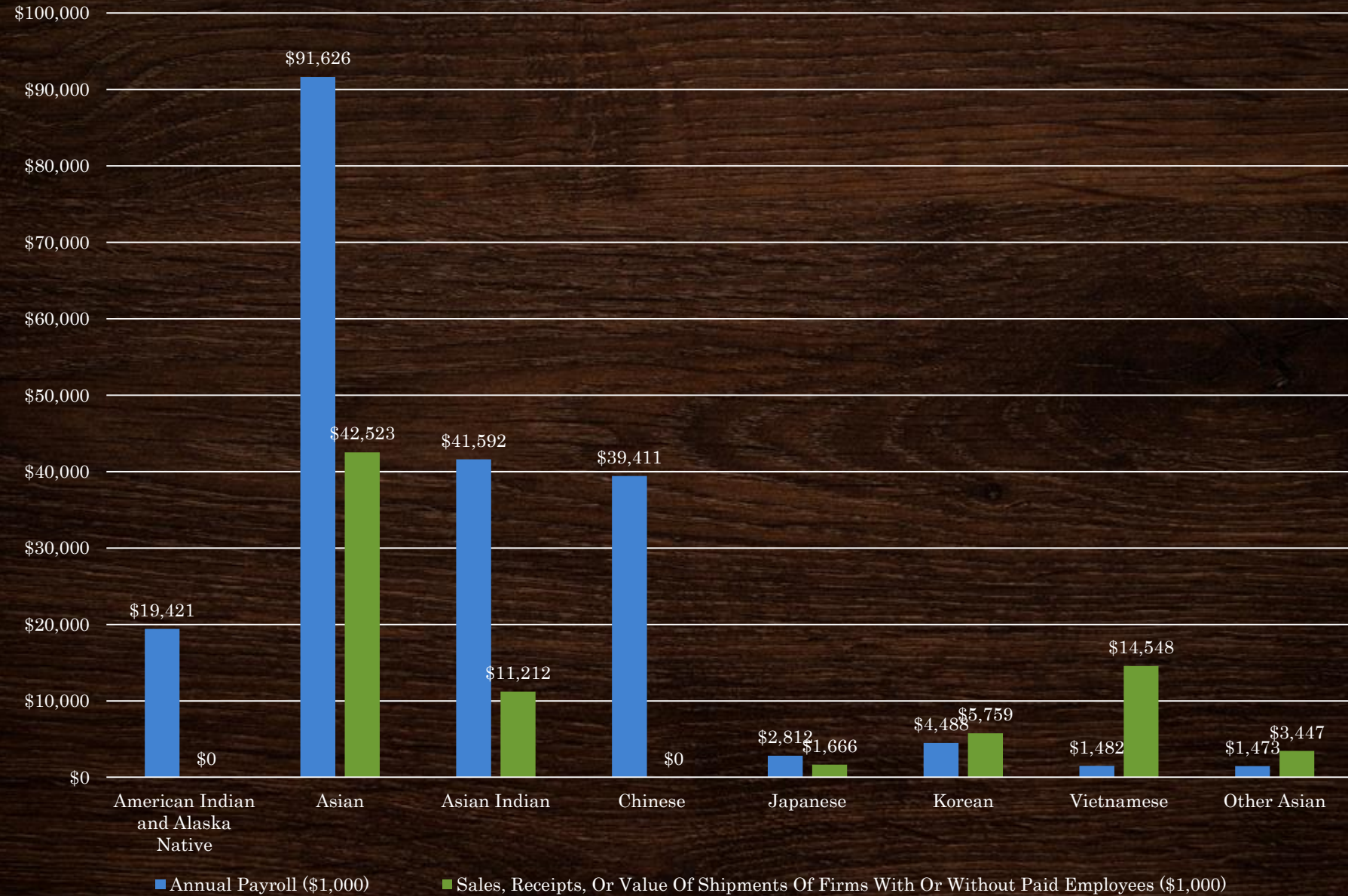
The data in charts 15 and 16 shows...

- Annual payroll of all firms in the State of South Carolina was approximately \$8.669 trillion.
- White owned firms in South Carolina had an annual payroll of \$3.78 trillion compared to \$27.7 million for African American owned firms.
- White business annual payroll is 136.6 times that of African American annual payroll.
- White firms sales receipts (\$1.54 trillion) is 25.2 times that Black own firm sales receipts (\$61.0 million)
- These statistical facts indicate that restrictions may exist in the State of South Carolina and the Greenville County economy within business sectors that can aid in the growth and expansion of African American owned businesses. Similar trends may also exist, which prevent other ethnic and racially owned businesses from increasing their annual payroll, sales receipts and value of shipments.

**Chart 15: Survey of Business Owners - 2012:
Sales Receipts and Annual Payroll - December 2015**



**Chart 16: Survey of Business Owners - 2012:
Sales Receipts and Annual Payroll - December 2015**



About the SC Commission for Minority Affairs:

- We are a [small] State Government Agency
- We focus on research related to poverty and deprivation
- We are mandated by statute to analyze conditions that result in or perpetuate poverty and deprivation
- We serve and work on behalf of the minority population and the citizens of South Carolina:
 1. African – Americans
 2. Native American Indians
 3. Hispanic – Latinos
 4. Asians

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